

Company: ATREVIA CORPORACIÓN S.L, Barcelona, Spain

Company Description: Established in 1993 by Núria Vilanova, Atrevia is a leading communications firm based in Barcelona. It has a vast network of offices across Spain, Europe, and Latin America. Specializing in corporate communications, crisis management, media relations, digital communications, and CSR, Atrevia is renowned for its strategic expertise.

Nomination Category: Marketing Campaign Categories - Industry

Nomination Sub Category: Marketing Campaign of the Year - Health, Fitness & Wellness

Nomination Title: Aquilea OnBalance

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

December 2024 / January 2025.

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 214 words used.

For years, emotional health has been an omitted conversation. While cases of stress, anxiety, insomnia, or sadness continued to rise—especially in hyperconnected and fast-paced environments—the health sector kept communicating the same way: coldly, functionally, without looking people in the eye.

Uriach identified an urgent need: to emotionally connect with thousands of people suffering in silence, to normalize discomfort as part of life, and to offer real and accessible solutions.

This is how Aquilea OnBalance was born, a range of natural products focused on emotional well-being: Smile (happiness), Relax (stress), Focus (concentration), and Sleep (sleep). But the real challenge was not the product itself, but breaking the taboo.

How can we talk about uncomfortable emotions in a sector that avoids discomfort? How can we communicate something positive that begins by accepting the negative?

The answer was bold and clear: "It's okay not to be okay." A countercurrent declaration in the pharmaceutical industry, proposing a new way to understand and care for mental health. A belief, rather than a claim. Because well-being does not begin by forcing a smile, but by allowing space for a tear. The goal was no longer to sell capsules. It was to open a conversation, break the traditional narrative, and build a new category: honest, human, and preventive emotional care.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 225 words used.

Aquilea OnBalance was not built as a product launch, but as a brand with a cause. The idea was ambitious: to create an entirely new category in pharmacies, based on a universal and silenced emotional truth.

It all started with a simple yet transformative question: How are you? A question we all hear, but rarely answer honestly. Because in a society that demands we are always okay, admitting otherwise is seen as weakness.

The creative team turned that question into a manifesto. The concept "It's okay not to be okay" became the heart of the brand. The campaign was developed in four phases:

1. Launch in media and social networks, with strong emotional impact and exclusive pre-sale to the pharmacy channel. Pharmacists not only accepted it, they defended it as their own.
2. Disruptive physical activations in pharmacies: emotional tests, full storefronts, and materials that prioritized the message over the product, completely breaking with the usual cold aesthetic.
3. Campaign spot in mass media with powerful visual and symbolic content: a person duplicated, facing opposing emotions. Real, uncomfortable, honest.
4. Organic branded content thanks to the genuine support of professionals who shared the message on their own networks. The development combined commercial strategy, emotional impact, and social responsibility, positioning Aquilea not only as a leading brand but as a benchmark in emotional health with purpose.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 250 words used.

The launch of Aquilea OnBalance was the most successful in Uriach's recent history, both in execution, cultural and commercial impact.

The plan was structured in four phases: first, the concept "It's okay, not to be okay" was launched across media and social platforms along with an exclusive pre-sale to pharmacies, generating strong emotional engagement. Then, pharmacies were activated with disruptive storefronts and emotional tests that connected with the public. Campaign continued with a mass spot showing the internal emotional struggle of one person and culminated with content organically generated by more than 5,500 pharmacies, who amplified the message and reinforced its credibility.

In just three months, it achieved a sell-out value of €665,000, with over 31,200 units sold and solid implementation in 5,500 pharmacies, not only as a point of sale but as active allies who recommended the range with professional conviction. Thanks to this reception, OnBalance positioned itself as the top-selling launch of 2025 in its category.

But the real results don't fit on a spreadsheet. This campaign changed the tone of the emotional health conversation, opened space for vulnerability in a channel that had historically avoided the subject, and empowered thousands of people to acknowledge their discomfort and begin to care for themselves through acceptance.

Aquilea OnBalance wasn't just a launch—it was a movement. It proved that in a world that demands we're always okay, sometimes the bravest act is admitting that we aren't. And that's exactly where the true path to balance begins.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 73 words used.

In order to understand the whole campaign we have attached 3 videos to demonstrate the whole campaign.

The first one, a videocase of the whole campaign where each phase is explained, all the actions are demonstrated and all the results are shown. The second video is about the materials that were used in the campaign and all the activation in pharmacies and finally the campaign spot that is talked about in the text.

Attachments/Videos/Links:

[Aquilea OnBalance](#)

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